# Fashion Calendar 1947

### JANUARY

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### OCTOBER

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RUTH FINLEY, EDITOR • FRANCES HUGHES, ASSOCIATE EDITOR
44 WEST 52ND STREET NEW YORK 19, N. Y. ELDORADO 5-3693

# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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## WEEK ENDING FRIDAY, OCTOBER 3, 1947

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| Just Born | MADEMOISELLE'S PROGENY: MADEMOISELLE'S "LIVING" | STREET & SMITH PUBLICATIONS | 122 EAST 42ND STREET |

October 1 marked the debut of Mlle's new quarterly, Mlle's LIVING, which will do for young homemakers from 18 to 35 in the field of home furnishings what Mlle does in the field of fashion for the same group. Editor-in-Chief: Betsy Talbot Blackwell. Executive Editor: Elinor Hillyer, also Design for Living Editor for Mlle. Managing Editor: Mary Hamman. Director of Merchandising and Promotion: Edith Brazwell Evans. Price: $2.00 a year. Contact: MU. 3-8910.

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| Friday October 3 | FABRIC PRESENTATION FOR THE PRESS | ONONDAGA SILK CO. | 1412 BROADWAY SHOWROOM |

11:30 A.M.-1:00 P.M. Showing of new Onondaga Prints to the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.

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| Friday October 3 | FASHION SHOWING BY TELEVISION | SWIFT & COMPANY | WNBT CHANNEL |

1:00 P.M.-1:30 P.M. "Eye for Fashion" television program featuring a Fredrica Alaskan Seal fur coat worn over a suit by Monte Sano. Producer: Lee Cooley of McCann-Erickson. Fashion Coordinator: Lucille Hudiburg, EL. 5-3508. For tickets, contact: CI. 7-8300.

## WEEK BEGINNING MONDAY, OCTOBER 6, 1947

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| Monday October 6 | SHOWING OF HATS BY KENETH HOPKINS | GUNTHER | 666 FIFTH AVENUE 3RD FLOOR |

11:00 A.M. Press showing of hats by Keneth Hopkins, designed exclusively for Gunther. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.

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| Monday October 6 | INTRODUCING PERFUME AT LUNCHEON SHOW | LUCIEN LELONG; B. ALTMAN & CO. | HOTEL PLAZA WHITE & GOLD SUITE |

12:30 P.M. Luncheon Luncheon for the press to introduce Lucien Lelong's new "Tempest" perfume. Attendance by invitation only. Publicity for Lucien Lelong: Peter Fink, PL. 9-3311. Altman Publicity: MU. 9-7000.

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| Monday October 6 | TALL GIRLS' FASHIONS AT LUNCHEON SHOWING | PEG NEWTON | ST. REGIS HOTEL IRIDIUM ROOM |

1:00 P.M. Luncheon Fall and Winter fashions will be presented by Peg Newton--"the tall gals' haven" at the St. Regis Iridium Room. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Maxine Joyce, Jack Goehring Co., CH. 4-7658. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.

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| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Monday October 6 4:00 P.M. | PRESS SHOWING OF WINTER FURS | ACKERMAN-BLATT | 60 EAST 56TH STREET SALON |

Ackerman-Blatt will present their Winter Collection of custom-made furs to the press. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.

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| Beginning Monday October 6 | OPENING OF RESORT AND SPRING LINES | SPORTSWEAR GUILD | INDIVIDUAL NEW YORK SHOWROOMS |

Presentation of the only lines to be shown by member firms for the entire Spring and Resort Season. (Fall lines were shown in May, and Summer merchandise will be presented in February). Members who will show their lines include:

Monday, October 6
- SPORTCRAFT, 550 7th Ave.
- STAR-MAID DRESSES, 498 7th Ave.

Tuesday, October 7
- ADLER & ADLER, 550 7th Ave.
- KANE-WEILL, INC., 498 7th Ave.

Wednesday, October 8
- DAVIDOW, 550 7th Ave.
- DAVID M. GOODSTEIN, 550 7th Ave.
- MUTUAL ROSENBLOOM CO. 498 7th Ave.

Thursday, October 9
- CHARLES M. NUDELMAN, 550 7th Ave.
- ZOLTAN-ROSENBERG 550 7th Ave.

Contact individual manufacturers.

Monday October 6 — CALIFORNIA CORSET AND BRASSIERE ASSOCIATION'S SPRING MARKET OPENING IN LOS ANGELES. Contact: Calif. Apparel Creators, 756 S. B'way, L. A. 14.

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| Tuesday October 7 9:00 A.M. Breakfast | PRESENTATION OF RESORT COLLECTION | MARGARET NEWMAN ORIGINALS (MIAMI, FLA.) | HOTEL PIERRE COTILLION ROOM |

Margaret Newman's Resort Collection will be shown to press and buyers during breakfast. New ideas in couturiere-type bathing suits and beach coats, in addition to tailored and one-piece slacks, play suits, peddle-pushers; spectator sports, and afternoon dresses. Commentator: Florence Pritchett. Hats by Walter Florell; bags and shoes by Clair Kennedy. Jewelry by Coro. Gloves by Wear Right. Attendance by invitation only. Publicity: Charlotte Parker, CI. 7-8060. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.

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| Tuesday October 7 1:00 P.M. Luncheon | MILLINERY FASHIONS AT LUNCHEON SHOWING | WALTER FLORELL | RITZ-CARLTON HOTEL OVAL ROOM |

Walter Florell will present his new Winter hat collection at the Ritz-Carlton's first luncheon fashion show for the Fall and Winter season. Press by invitation. Public by reservation. For reservations, contact PL. 3-4600, Ext. 20. Contact: Miss Jean, PL. 5-0895. Ritz-Carlton Fashion Publicity: Marion Morrison, PL. 3-4600.

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| Tuesday October 7 4:30 P.M.-6:00 P.M. Cocktails | RESORT COLLECTION AT COCKTAIL SHOWING | FRANCES SIDER | HOTEL PLAZA TERRACE ROOM |

Frances Sider will present her resort collection of playclothes, blouses and bathing suits. Showing at 5:00 P.M. For press and trade, by invitation only. Contact: Ann Rabin, BR. 9-3790.

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| Tuesday October 7 6:30 P.M. | INFORMAL DINNER AND COSTUME EXHIBITION | GUILD OF NEW YORK DRESS DESIGNERS | BROOKLYN MUSEUM EASTERN PKWAY, BKLYN. |

Following dinner at Bklyn Museum Restaurant, Michelle Murphy, Curator, will conduct a tour of exhibit "Clothing One World". For dress designers by invitation. Contact: N.Y. Dress Designers Guild, MU. 3-1093.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Beginning Tuesday October 7- December 16 | SEVENTH FASHION TRAINING COURSE | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | PRINCE MATCHABELLI CROWN ROOM (711 FIFTH) |

Seventh annual course, "Fashion Jobs", sponsored by The Fashion Group, Inc., and consisting of ten 2-hour sessions each week from 7:30 to 9:30 P.M., with key speakers at each meeting. Tuition fee for the series: $15.00; or $2.00 for each individual lecture. Only those taking the entire course are eligible for a cash prize. Subject of Oct. 7 meeting: "Fashion Markets". Chairman: Helen Faith Keane, fashion editor and stylist. Contact: The Fashion Group, Inc., CI. 7-3940.

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| Wednesday October 8 1:00 P.M. Luncheon | MILLINERY FASHIONS AT LUNCHEON SHOWING | LENESTA (15 EAST 53RD ST.) | HOTEL PIERRE COTILLION ROOM |

Lenesta will present her Mid-Winter and Cruise collections of original hats during luncheon. Press by invitation. Public by reservations. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Lenesta Publicity: Mildred Kaldor, BR. 9-9399. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.

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| Wednesday October 8 1:00 P.M. Luncheon | DESIGN STUDIO FURS BY RALPH MARANO | RUSSEKS FIFTH AVENUE | WALDORF-ASTORIA SERT ROOM |

Luncheon preview of Ralph Marano's "New Look" collection of Design Studio Furs, over Russeks' "New Look" collection of latest French imports. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Waldorf-Astoria Publicity Office: Annette Goodrich, EL. 5-3000.

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| Wednesday October 8 2:30 P.M. | FASHION SHOWING OF DESIGNER COLLECTION | B. ALTMAN & CO. | 3RD FLOOR |

Presentation of designer collection from Altman's Specialty Shop. Open to public. Publicity: B. Altman & Co., MU. 9-7000.

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| Wednesday October 8 4:00 P.M. Cocktails | SHOWING OF SPRING COLLECTION AT COCKTAILS | LINSK OF CALIFORNIA; LINSK OF PHILADELPHIA | HAMPSHIRE HOUSE COTTAGE |

Linsk of California and Linsk of Philadelphia will present their Spring lines at a cocktail party and fashion show. Press and trade by invitation only. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.

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| Wednesday October 8 4:30 P.M. | PRIVATE SHOWING FOR FASHION PRESS | THE McMULLEN CO. (475 FIFTH AVENUE) | RITZ CARLTON HOTEL GRAND BALLROOM |

The McMullen Company's preview for the Fashion Press of their 1948 Resort and Spring collection. Seating from 3:30 P.M. Showing promptly at 4:30 P.M. Strictly by invitation, which must be presented at the door. (Showing to the trade at McMullen's Showroom, 475 Fifth Ave., on Oct. 9 at 10:30 A.M. and 2:30 P.M.). Publicity: Abigail A. Johnson, MU. 3-9560.

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| Thursday October 9 12:30 P.M. Luncheon | FASHION SHOW AND LUNCHEON | FRIENDS OF DEMOCRACY WOMEN'S DIVISION | HOTEL PLAZA GRAND BALLROOM |

Showing of fashions by Nettie Rosenstein, Suzanne-Augustine, Trigere, Omar Kiam (Ben Reig), Maria Krum, Joseph Whitehead, Spectator Sports; hats by Madame Pauline; furs by Maximilian; jewels by John Rubel. Commentator: Katharine Vincent. Special guests: Virginia Pope, fashion editor, N.Y. Times; Laura Hobson, author of "Gentleman's Agreement". Honorary Chairman: Mary Margaret McBride. Price of tickets: $4.00. Contact: Mrs. Franklin J. Leerburger, Friends of Democracy, 137 East 57th Street, PL. 8-2588.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Thursday October 9 1:00 P.M. Luncheon | FASHIONS AND PERFUME AT LUNCHEON SHOW | LENTHERIC; MILGRIM | HOTEL PLAZA TERRACE ROOM |

"Fall Fashions With A Perfume Accent" --presentation of Milgrim's new fashions, from tweeds to evening clothes, coordinated with Lentheric perfumes, at a luncheon fashion show. Press by invitation. Public by reservation. For reservations, contact Miss Olsen, PL. 3-1740, Ext. 55. Lentheric Publicity: Jill Jessee, PL. 3-6300. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Plaza Fashion Publicity: Dorothy King or Adele Brown, PL. 3-1740, Ext. 424 or 169.

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| Thursday October 9 3:00 P.M. | FASHION SHOWING OF CUSTOM-MADE ORIGINALS | IRENE de SANCY | 71 EAST 57TH STREET SALON |

First N.Y. showing of original, custom-made creations for tailored, afternoon, and evening wear. Hats will also be shown. Commentator: Helen de Huene. Attendance by invitation only. Contact: PL. 9-5685.

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| Thursday October 9 4:30 P.M. Cocktails | PRESS SHOWING OF NEW RESORT FASHIONS | ADLER AND ADLER INC. | 550 SEVENTH AVENUE SHOWROOM |

Adler and Adler will present a showing of Resort, Spring, Travel, and Country fashions to the press. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.

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| Thursday October 9 6:00 P.M. | FASHIONS FOR "CAREER GIRLS" | ABRAHAM & STRAUS | 3RD FLOOR |

A & S will present fashions appropriate for business and week-ends, designed for a smart look on a limited budget. Open to public. Publicity: Alvhild Wiman, TR. 5-7200.

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| Friday October 10- October 23 | PARIS FASHION FLIGHT FOR INVITED PRESS | SAN FRANCISCO MFRS. AND WHOLESALERS ASSN. | PARIS, FRANCE |

Original San Francisco fashions will be shown in the French capital for the first time on a fashion flight to Paris, sponsored by the San Francisco Manufacturers and Wholesalers Association and the City of San Francisco. Chartered Matson Sky Liners will carry representatives of the U. S. Press, invited government officials, and Hollywood stars, to Paris and return. A completely representative collection of advance Spring fashions from the California market will be shown. Contact: Adolph P. Schuman (Pres. of Mfrs. and Wholesalers Assn. of San Francisco), Lilli Ann Co., 973 Market St., San Francisco, telephone: Douglas 2192.

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| Beginning Friday October 10 | CUSTOM ORDER FASHIONS FOR WINTER | HELEN DE HUENE | 21 EAST 57TH STREET SALON |

Showings of made-to-order originals in dresses and suits by Helen de Huene, 3:00 P.M. to 6:00 P.M. daily.

October 12 COLUMBUS DAY (Sunday).

Beginning October 12- October 16 INFANTS' AND CHILDREN'S APPAREL CREATORS OF CALIFORNIA SPRING MARKET SHOWINGS AT LOS ANGELES, MAYFAIR HOTEL. Contact: Edmund McKanna, Exec. Director, Calif. Apparel Creators, 756 S. B'way, L.A. 14.

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| Monday October 13 1:00 P.M. Luncheon | LUNCHEON SHOWING: FALL AND WINTER FURS | REVILLON FRERES | ST. REGIS HOTEL IRIDIUM ROOM |

Fall and Winter furs during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Contact Revillon Freres, CI. 7-7343. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Postponed October 13 | THE PRESS PREVIEW OF CUSTOM MADE ORIGINALS IN NEW SWISS FABRICS, ORIGINALLY SCHEDULED FOR MONDAY, OCT. 13, AT 3:30 P.M. HAS BEEN POSTPONED TO MONDAY, OCT. 20 AT 3:30 P.M. (See Page 6). | | |
| Monday October 13 4:00 P.M.- 6:00 P.M. Cocktails | MIAMI FASHION SHOW IN NEW YORK | MIAMI FASHION COUNCIL | HOTEL NEW YORKER PARLORS F AND G |
| | For the first time, over 30 designers from Miami will present a N.Y. showing, introducing their first market week in N.Y. For press and leading fabrics mills, by invitation. Publicity: Rosemary Sheehan, CI.7-8060. | | |
| Monday October 13 | CALIFORNIA SPRING MARKET OPENINGS | LOS ANGELES COAT & SUIT MFRS. ASSN. | LOS ANGELES CALIFORNIA |
| | California market openings in Los Angeles for Spring lines. Contact: Edmund McKanna, Exec. Dir., Cal. Apparel Creators, 756 S. B'way, L.A. 14. | | |
| Tuesday October 14 12:15 P. M. Luncheon | DISCUSSION OF FABRICS AT LUNCHEON MEETING | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL BILTMORE BALLROOM |
| | Subject: "Fashion Changes Are Here! Are Fabrics Meeting Them?" Speakers: Ann Mullany, Fabric Editor, Women's Wear Daily; John Gerald, Sales Promotion Director, B. Altman & Co. Chairman, Fabrics Division: Madeleine Darling. Price (including tax and tip): $3.10 for members: $3.50 for guests. Note change of place. Reservations close Monday, October 13, at 5:00 P.M., and must be paid for if not cancelled by that time. Contact: The Fashion Group, Inc., CI. 7-3940. | | |
| Postponed October 14 | THE SHOWING OF CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS, ORIGINALLY SCHEDULED FOR TUESDAY, OCT. 14, AT 1:00 P.M. HAS BEEN POSTPONED TO TUESDAY, OCT. 21 AT 1:00 P.M. (See Page 7). | | |
| Tuesday October 14 1:00 P.M. Luncheon | LUNCHEON SHOWING OF CUSTOM-ORDER FASHIONS | JONAI (408 PARK AVE.) | RITZ CARLTON HOTEL OVAL ROOM |
| | Jonai will present, during luncheon, custom-order and ready-to-wear originals, including street, evening and dinner clothes, coats and suits. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Ritz Publ.: Marion Morrison, PL. 3-4600. | | |
| Tuesday October 14 4:30 P.M. Tea | PRIVATE SHOWING: CUSTOM MILLINERY & ACCESSORIES | OMIE MONCÉ | 600 MADISON AVENUE SALON |
| | Omie Moncé will present a private showing of her Fall and Winter collection of custom-made millinery, handbags and accessories. Press and public strictly by invitation. Contact: Denise Delané, PL. 3-9629. | | |
| Wednesday October 15 1:00 P.M. Luncheon | WINTER FASHIONS AT LUNCHEON SHOW | GUNTHER | WALDORF-ASTORIA SERT ROOM |
| | New daytime and evening fashions for Winter, in addition to some furs. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Publicity: Nona James, VO. 5-3440. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000. | | |
| Wednesday October 15 1:00 P.M. Luncheon | FALL AND WINTER MILLINERY SHOW | DILLARD LONG (165 E. 48TH ST.) | HOTEL PIERRE COTILLION ROOM |
| | Dillard Long will present his bridal millinery, in addition to new Fall and Winter hats. Press by invitation. Public by reservation. For reservations, contact "Jack", headwaiter, RE. 4-5900. Contact: Dillard Long, PL. 9-4852. Publicity: Florence Lanthier, EL. 5-3644. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Beginning Wednesday October 15 | NINETEENTH ANNUAL ADVG SURVEY COURSE | ADVERTISING WOMEN OF NEW YORK, INC. | HOTEL ASTOR |

Opening night of advertising course, with lectures to begin on Monday, Oct. 20. The 24 Monday lectures will be conducted each week at 7:00 P.M. by advertising authorities. Cost of course $12.00. Contact: Advertising Women of New York, 1233 Sixth Ave., CI. 5-4149.

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| Thursday October 16 11:00 A.M. | FUR FASHION SHOW FOR THE PRESS | M. P. PENIZEK INC. | 1 WEST 57TH STREET SALON |

Showing of Fashions in Furs, including French models. Attendance by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.

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| Thursday October 16 12:15 P.M. Luncheon | MILLINERY LUNCHEON | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL BILTMORE BALLROOM |

"Hats Around the Corner--Sticking Our Necks Out for 1948", illustrated with hats from the top designers. Commentator: Maud G. Moody, Millinery Editor, Women's Wear Daily. Chairman Millinery Division: Peg Fischer. Price (including tax and tip): $3.10 for members; $3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.

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| Thursday October 16 1:00 P.M. Luncheon | HOLIDAY MILLINERY AT LUNCHEON SHOW | CESAR RUBIO | HOTEL PLAZA TERRACE ROOM |

Cesar Rubio will present his Holiday and Winter millinery. Special make-up by Gourielli. Furs by Aronowicz. Press by invitation. Public by reservation. For reservations, contact Miss Olsen, PL. 3-1740, Ext. 55. Publicity: Leonard MacBain, PL. 5-5860. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.

October 20 RETAIL MILLINERY WEEK

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| Monday October 20 12:30 P.M. Luncheon | FIRST IN SERIES OF MILLINERY LUNCHEONS | MILLINERY FASHION BUR.; MILLINERY STAB. COMM. | HOTEL PIERRE BALLROOM |

New millinery fashions during luncheon by the following members of the Millinery Creators Guild: Bernice Charles, Germaine Montabert, Harryson Hats, G. Howard Hodge, Jeanne Tete, Edgar J. Lorie, Milgrim and Vogue Hats-Garfunkel Makers. Tickets: $7.50. For tickets, contact Mill'y Stab. Comm.: CH. 4-6547. Press by invitation. Publicity: Mary Kelley, MU. 2-2603.

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| Monday October 20 1:00 P.M. Luncheon | FUR FASHIONS AT LUNCHEON SHOWING | HARRA FURS (15 WEST 57TH ST.) | ST. REGIS HOTEL IRIDIUM ROOM |

Harra will present the latest fur creations during luncheon. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.

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| Monday October 20 3:30 P.M. Tea, Cocktails | CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS | SWISS FABRIC GROUP; AMER. DRESSMAKERS ASSN. | HOTEL PIERRE COTILLION ROOM |

Press preview of custom-made originals for the resort season and for special occasions in new Swiss sheer luxury fabrics. Members of the American Dressmakers Ass'n including the designers of the custom-order divisions of Henri Bendel, Bergdorf Goodman, Bonwit Teller, Hattie Carnegie, Jay Thorpe, Milgrim, Sakes Fifth Avenue, Stein & Blaine, also Farquharson and Wheelock (Herman Patrick Tappe), and other leading American designers of custom-order departments, are cooperating in this combined collection presentation. First Post-War Swiss Fabric Fashion Show to be held in the U.S.A. By invitation only. Contact: MU. 5-0238.

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Beginning Monday October 20 | OPENING OF FOGA SPRING LINES | FASHION ORIGINATORS' GUILD OF AMERICA | INDIVIDUAL NEW YORK SHOWROOMS |
| | Guild members who will present their lines include: | | |
| | HANSEN BANG, INC. | JOSEPH HALPERT, INC. | PARNIS-LIVINGSTON |
| | BEN BARRACK, INC. | HORWITZ & DUBERMAN | BEN REIG |
| | WILLIAM BASS DRESS CO. | INTERNATIONAL DRESS | C.H.D. ROBBINS CO. |
| | CAPRI FROCKS, INC. | JUNIOR LEAGUE FROCKS | PAUL SACHS ORIGINALS |
| | CARLYE DRESS CORP. | KAPLAN & GRABOIS | MARTIN SIMON |
| | DEITSCH, WERSBA & COPPOLA | SAMUEL KASS GOWNS | HERBERT SONDHEIM |
| | FOX-BROWNIE, INC. | LA RUE DRESSES | FRANK STARR, INC. |
| | ED GERRICK, INC. | DAVID LEONARD & LEVINE | SUZANNE-AUGUSTINE |
| | A. GOODMAN & CO., INC. | MARY LEE, INC. | JANET TAYLOR |
| | FRED GREENBERG DRESS CO. | MORRIS & MARCUS | HANNAH TROY, INC. |
| | Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945. | | |
| Tuesday October 21 12:30 P.M. Luncheon | SECOND IN SERIES OF MILLINERY LUNCHEONS | MILLINERY STAB. COMM.; MILLINERY FASHION BUR. | HOTEL PIERRE BALLROOM |
| | Luncheon showing by following popular priced milliners: Alba Hat, Brandt Millinery, Croyden Hats, Elizabeth Hat, B.J. Goldenberg, Goldston-Weber, Harry Hikand, Lesser-Lesoff, Luxor Hat, Walter K. Marks, Millinery Fashion Creators, Frank Palmer, Parfait, David Rothman, Morris Schachter, William Silverman. Tickets $7.50. For tickets, contact Millinery Stab. Comm.: CH. 4-6547. Press by invitation. Publicity: Mary Kelley, MU. 2-2603. | | |
| Tuesday October 21 1:00 P.M. Luncheon | FALL AND WINTER MILLINERY SHOWING | LADDIE NORTHRIDGE | RITZ-CARLTON HOTEL OVAL ROOM |
| | Luncheon showing of newest millinery by Laddie Northridge. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Publicity: Elizabeth Maher Associates, EL. 5-4248. Ritz-Carlton Publicity: Marion Morrison, PL. 3-4600. | | |
| Tuesday October 21 1:00 P.M. Luncheon | CUSTOM-MADE ORIGINALS IN NEW SWISS FABRICS | AMER.DRESSMAKERS ASSN.; SWISS FABRIC GROUP | HOTEL PIERRE COTILLION ROOM |
| | Combined showing in custom-order resort fashion originals as prepared by the members of the American Dressmakers Ass'n and other leading American designers of custom-order apparel, interpreting in fashion the rare beauty of the new fabrics from Switzerland, recently arrived in the USA. For the public by invitation only. Contact: MU. 5-0238. | | |
| Tuesday October 21 4:00 P.M.-6:00 P.M. Cocktails | FACE AND BODY CONTOUR DEMONSTRATION | MANYA KAHN | 53 WEST 57TH STREET STUDIO |
| | Cocktail party for beauty and fashion press, with a special program at 5:00 P.M. by Manya Kahn, specialist in face and body contour for 15 years. Attendance by invitation. Publicity: Eleanor Rowlands, MO. 4-9292. | | |
| Wednesday October 22 12:30 P.M. Luncheon | THIRD IN SERIES OF MILLINERY LUNCHEONS | MILLINERY FASHION BUR.; MILLINERY STAB. COMM. | HOTEL PIERRE BALLROOM |
| | Presentation of hats by the following Budget Milliners during luncheon: Barbara-Bretton, Beachurst Hats, Biltmore Hat, Brae-Burn Hat, Brody & Spector, Chesterfield Hat, Abe Del Monte, Abe Fagan, Ermos Hat, Fairview Hats, Juno Hats, Lanrose Hats, Salfair, Stately-Made Hats, Eisenberg Bros. and Gerber. For tickets, contact Millinery Stab. Comm.: CH. 4-6547. Press by invitation. Publicity: Mary Kelly, MU. 2-2603. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
|---|---|---|---|
| Wednesday October 22 1:00 P.M. Luncheon | "HATS FOR YOU" AT LUNCHEON SHOW | ARANKA, INC. (19 EAST 56TH ST.) | WALDORF-ASTORIA SERT ROOM |
| | Cavalcade of original hats by Mme. Aranka in a luncheon showing of "Hats For You". Press by invitation. Public by reservation. For reservations, contact: EL. 5-3000. Publicity: Ann Rountree, PL. 8-2966. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000. | | |
| Postponed October 22 | THE LUNCHEON SHOWING OF NEW FOX FURS, ORIGINALLY SCHEDULED FOR OCTOBER 22, HAS BEEN POSTPONED TO WEDNESDAY, NOVEMBER 5, 1:00 P.M. AT THE WALDORF-ASTORIA. | | |
| Thursday October 23 12:30 P.M. Luncheon | FOURTH IN SERIES OF MILLINERY LUNCHEONS | MILLINERY STAB. COMM.; MILLINERY FASHION BUR. | HOTEL PIERRE BALLROOM |
| | The following uptown milliners will show their hats during luncheon: Anita Andra, Braagaard, Hattie Carnegie, Chanda, Lilly Dache, Emme, Peg Fischer, Walter Florell, Mary Goodfellow, Mago Hayes, Irene, John Frederics, Lenesta, Laddie Northridge, Mme. Pauline, Florence Reichman, Mme. Reine, Sally Victor. Tickets: $7.50. For tickets, contact Millinery Stabilization Commission: CH. 4-6547. Press by invitation. Publicity: Mary Kelley, MU. 2-2603. | | |
| Thursday October 23 1:00 P.M. Luncheon | CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW | KNIZE, INC. (20 EAST 56TH ST.) | HOTEL PLAZA TERRACE ROOM |
| | Knize will present custom-order fashions during luncheon. Press by invitation. Public by reservations. For reservations, contact: Miss Olsen, PL. 3-1740, Ext. 55. Publicity: Mary Alice Rice, CI. 6-1790. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext.424 or 169. | | |
| Thursday October 23 4:00 P.M. Cocktails | PRESS PREVIEW OF NEW BUILDING | FRANK BROTHERS | 9 EAST 57TH STREET |
| | Informal opening for the press of a Frank Brothers' new building, dedicated to good taste in shoes and accessories for men and women. The entire interior of the building was styled and designed by Dorothy Draper. (This preview had originally been scheduled for Sept. 18). Publicity: Doris Newman, Dundes & Frank, LO. 3-1633. | | |
| October 26 | GIRL SCOUT WEEK (Oct. 26-Nov. 1). Contact: Girl Scounts, Inc., 155 East 44th Street, MU. 2-2505. | | |
| Monday October 27 1:00 P.M. Luncheon | CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING | LANGE OF NEW YORK (20 EAST 56TH ST.) | ST. REGIS HOTEL IRIDIUM ROOM |
| | Lange of N. Y. will present a fashion review, "Les Secrets Intimes", where highlights of his custom-made collection will be shown. Press by invitation. Public by reservation. For reservation, contact: PL. 3-4500, Ext. 123. Publicity: Mary Alice Rice, CI. 6-1790. | | |
| Monday October 27- October 30 | NATIONAL SHOE FAIR OF 1947 | NATIONAL SHOE MFRS. NATIONAL SHOE RETAILERS | FIVE LEADING CHICAGO HOTELS |
| | Over 615 shoe firms, manufacturers, wholesalers and firms of the allied industries, will display their products in 1180 exhibit areas at five leading Chicago hotels: The Palmer House, The Stevens, The Morrison Hotel, Hotel Chicagoan and the Congress Hotel. The National Shoe Fair is jointly sponsored by the National Shoe Manufacturers Association and the National Shoe Retailers Association. Contact: George E. Gayou, Mgr., Palmer House, Room 953 W, Chicago. | | |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Tuesday October 28 1:00 P.M. Luncheon | ARPAD NECESSORIES AND ANGELA ORIGINALS | ARPAD | RITZ CARLTON HOTEL OVAL ROOM |
| | Luncheon showing of Fall fashions for daytime and evening, featuring, for the first time, Angela Originals in millinery. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600. | | |
| Tuesday October 28- October 31 2:30 P.M.; 8:30 P.M. | "FASHIONS OF THE TIMES" -- SIXTH EDITION | NEW YORK TIMES | N.Y. TIMES HALL 240 WEST 44TH ST. |
| | Sixth annual fashion show--"Fashions of the Times"--staged by the N. Y. Times, with 2 performances daily, matinee and evening. About 150 costumes from the top couture and designing houses will be shown, with all proceeds for the scholarship fund of the Fashion Institute of Technology and Design. Tickets: $1.80. Contact: Virginia Lally, N.Y. Times Promotion Dept., LA. 4-1000, Ext. 266. | | |
| Wednesday October 29 10:30 A.M.; 2:30 P.M. | MOYEN ORIGINALS FOR RESORT, SPRING, SUMMER | SAM FRIEDLANDER | HOTEL ASTOR GRAND BALLROOM |
| | Sam Friedlander will introduce the new Spring silhouette in a presentation of "Moyen" originals for Resort, Spring and Summer. There will be showings only on this day. Attendance by invitation only. Contact: Agatha Phillips, PE. 6-2663. | | |
| Wednesday October 29 1:00 P.M. Luncheon | MILLINERY FASHIONS AT LUNCHEON SHOW | ROWLAND-HUGHES (280 PARK AVENUE) | HOTEL PIERRE COTILLION ROOM |
| | Millinery fashions by Rowland-Hughes at luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Rowland-Hughes, PL. 9-7758. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. | | |
| Wednesday October 29 4:00 P.M. Cocktails | MOVIE: "UNDERMATING FIGURES FOR FASHIONS" | BLACKTON FIFTH AVENUE | 398 FIFTH AVENUE |
| | Blackton Fifth Avenue will present a movie in color and sound, entitled "Undermating Figures for Fashions". Theme: Showing underthings coordinated in Fit, Form and Color and the latest underneath fashions in "Undermates". Film will later be presented to the public daily in their modern Figure Fashion Theatre. Attendance by invitation only. (This showing had originally been scheduled for Oct. 22.) Publicity: Albert Blackton, LO. 5-2065 or Margaret Kent, WI. 7-8843. | | |
| Thursday October 30 1:00 P.M. Luncheon | FUR FASHIONS AT LUNCHEON SHOW | RITTER BROTHERS | HOTEL PLAZA TERRACE ROOM |
| | Original fur fashions during luncheon. Press by invitation. Public by reservation. For reservations contact Miss Olsen, PL. 3-1740, Ext. 55. Publ.: Claire A. Wolff, LO. 5-5978. Hotel Plaza Publ.: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169. | | |
| Monday Nov. 3- Nov. 11 | FIFTY-NINTH NATIONAL HORSE SHOW | | |
| | The 59th National Horse Show will be held at Madison Square Garden, with afternoon and evening performances from Monday, Nov. 3 to Saturday, Nov. 11. Chairman, Press Committee, Maximilian Elser, Jr. MU. 7-7837. | | |
| Monday Nov. 10 8:30 P.M. | OPENING: METROPOLITAN OPERA SEASON | METROPOLITAN OPERA ASSOCIATION, INC. | MET. OPERA HOUSE B'WAY AT 39TH STREET |
| | Gala opening of The 1947-48 Season. Publ.: Margaret Carson, PE. 6-1200. | | |

## MUSIC...MOVIES...NIGHT SPOTS

Friday October 3 — OPENING: "UNDER THE COUNTER" SHUBERT THEATRE, 44TH ST. WEST OF B'WAY
New British musical presented by Lee Ephraim and the Messrs. Shubert, starring Cicely Courtneidge, and supported by the original London cast and chorus. Director: Jack Holbert. Settings: Clifford Pember. Costumes: Jacq Mar. Publicity: Claude Greneker, CI. 6-9500.

Friday October 3 — PREMIERE: "THE UNSUSPECTED" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
Warner Bros' new Michael Curtiz murder mystery, with Joan Caulfield, Claude Rains, Audrey Totter, Constance Bennett, Hurd Hatfield. Producer: Charles Hoffman. Director: Michael Curtiz. Settings: Howard Winterbottom. Costumes: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.

Friday October 3-October 11 — NEW YORK CITY OPERA NEW YORK CITY CENTER 131 WEST 55TH STREET
Oct. 3, SALOME; Oct. 4, LA TRAVIATA; Oct. 5, (Mat.) MADAMA BUTTERFLY, (Eve.) BARBIERE di SIVIGLIA; Oct. 9, ARIADNE; Oct. 10, WERTHER; Oct. 11, EUGENE ONEGIN. Contact: CI. 6-8989.

Sunday October 5 — OPENING: "DEAR JUDAS" MANSFIELD THEATRE 47TH ST. WEST OF B'WAY
Michael Myerberg presents an adaptation of the Robinson Jeffers poem. Cast includes Margaret Wycherly, Roy Hargrave, Harry Irvine and Ferdi Hoffman. Director: Michael Myerberg. Settings: Albert Johnson. Costumes: Mary Percy Schenck. Publicity: William Doll, CI. 6-6158.

Monday October 6 — OPENING: "DUET FOR TWO HANDS" BOOTH THEATRE 45TH ST. WEST OF B'WAY
Mary Hayley Bell melodrama, set in 1904 in the Orkney Islands, the story of a man who loses his hands and has those of a murderer grafted on. Cast features Francis L. Sullivan, Joyce Redman, Hugh Marlowe. Producer: Robert Reud. Director: Reginald Denham. Setting: Charles Elson. Costumes: Helene Pons. Publicity: Willard Keefe, CI. 6-7492.

Wednesday October 8 — OPENING: "MAN AND SUPERMAN" ALVIN THEATRE 52ND ST. EAST OF B'WAY
Maurice Evans presents his own production of Bernard Shaw's comedy, with Maurice Evans, Frances Rowe, Carmen Matthews, Miriam Stovall. Directed by Maurice Evans and George Schaefer. Settings: Frederick Stover. Costumes: David Ffolkes. Publicity: Sol Jacobson, CH. 4-7465.

Thursday October 9 — OPENING: "HIGH BUTTON SHOES" CENTURY THEATRE SEVENTH AVE. & 59TH ST.
Monte Proser and Joseph Kipness present a new musical about life among the Longstreets in 1913. Cast includes Phil Silvers, Nanette Fabray, Jack McCauley and Mark Dawson. Director: George Abbott. Choreography: Jerome Robbins. Settings: Oliver Smith. Costumes: Miles White. Publicity: Karl Bernstein, CI. 6-0427.

Thursday October 9 — PREMIERE: "SONG OF LOVE" (Movie) RADIO CITY MUSIC HALL 6TH AVE. & 50 ST.
MGM production based on the lives and music of Clara and Robert Schumann and Johannes Brahms, featuring Katherine Hepburn, Paul Henreid, Robert Walker. Produced and directed by Clarence Brown. Women's costumes: Walter Plunkett. Publicity: Herbert Crooker, BR. 9-7800.

Friday October 10 — OPENING: "ALLEGRO" MAJESTIC THEATRE 44TH ST. WEST OF B'WAY
Theatre Guild's captivating new musical by Richard Rogers and Oscar Hammerstein II, featuring Annamary Dickey, Roberta Jonay, John Battles, John Conte, Kathryn Lee. Direction and Choreography: Agnes DeMille. Settings: Jo Mielziner. Costumes: Lucinda Ballard. Publ.: Joe Heidt, CO. 5-6180.